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For Immediate Release

ISM Expands Interactive Capabilities

Max Pfennighaus joins agency as Associate Creative Director/Interactive

Boston, MA. -- ISM, a Boston-based marketing and advertising firm that specializes in handling premier travel and lifestyle brands, announced that Max Pfennighaus has been appointed Associate Creative director/Interactive.

In his new role Pfennighaus will be leading the agency's growing interactive team and will be reporting to agency principal Bob Minihan, who serves as ISM's Executive Creative Director.

Pfennighaus brings over 11 years of experience to his position, having most recently been Associate Creative director for the Digital Influence Group. Prior to that, he was a Senior Art Director at Arnold and a Multimedia designer at the RDW Group.

Throughout his career, Pfennighaus has always believed stories are best told in parallel, through a variety of mediums. As a result, his ideas have come to life through everything from interactive, print and television to animation, murals, and interior design. His client experience is equally varied, having handled integrated campaign work for Royal Caribbean, ESPN, Southern Comfort, Oral-B, Titleist and the Truth antismoking initiative.

Most recently, Pfennighaus has been focused on social networking and building online community programs for IBM, T-Mobile and HBO, linking the cutting edge of interactive to his clients' larger marketing efforts.

His work has been recognized internationally by the One Show, Communication Arts, the Andy, D&AD Awards and many others. He also lectures on advertising and design at Boston University and is a member of the adjunct faculty at the Massachusetts College of Art. Max attended Brown University and the Rhode Island School of Design.

ISM specializes in problem-solving and forward-thinking marketing and advertising for the travel and lifestyle industries. Founded in 1984 as a consulting firm, ISM has evolved into a premier full service advertising and marketing agency that provides services to market leaders like Barbados, Disney, Four Seasons Hotels and Resorts, Abercrombie & Kent, American Express, Harley-Davidson, Hong Kong and many others.

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To learn more about ISM, contact Gary Leopold at 617.353.1822 or gleopold@ismboston.com